



The Fundraising Process

The Fundraising Process

- Proposition
- Placement
- People
- Preparation
- Project Management
- Practicalities & Process

Proposition

- Who will invest in your fund and why?
- What do investors want?
 - A team and a track record
 - Differentiation
 - A way of adding value
 - Alignment
 - Flexibility
 - Goodies!

Placement

- Some numbers

	Fund "1.5"	Fund 5
Time	14 months	6 months
Approaches	368	n/a
First Meetings	137	187
Due Diligence	86	71
Commitments	13	44
Amount	€240m	€1bn

- Alternative models

Preparation

- The tools for fundraising
 - Pitch book
 - PPM
 - Data room
 - Rules of the road

- The tools for managing a fund

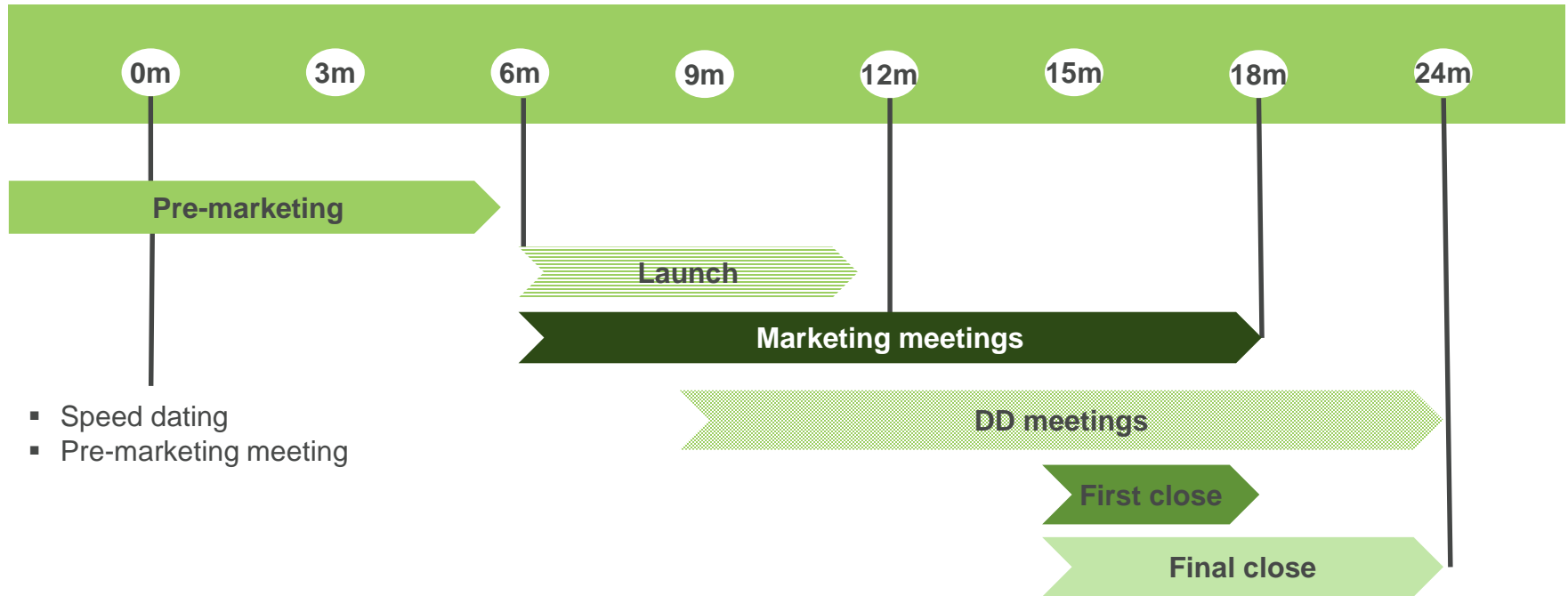
Project Management

- Who, what, where, when
- Managing the information flow
- Herding cats? A question of momentum!

People

- Who is your calling team?
- Due diligence meetings
- Using a placement agent

Practicalities & Process



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